



**Alberta  
Cattle  
Commission**

# GRASS routes

*The Alberta Cattle Producer Monthly Update*

May 1996

## **Stronger Beef Marketing Support for the Foodservice Industry**

The Alberta beef industry has two new tools to help sell more beef in the province. The Alberta Cattle Commission (ACC) has contracted an **Alberta Foodservice Coordinator** to expand the use of beef in the foodservice sector. The ACC also developed a **foodservice beef manual** to help train chefs, cooks and meat buyers how to purchase and prepare beef.

The new foodservice coordinator is **Norm Davidson (403-275-5890)** who has an extensive background in foodservice

sales and marketing. His goal is to improve beef's market share through cooperative marketing and promotional strategies with selected foodservice suppliers and providers.

The **Beefacts Manual for Foodservice** is the first Canadian resource of its kind and features the latest information about Canadian grading standards, popular foodservice beef cuts and new ways to be profitable with beef. **Beefacts** was developed by experts from culinary teaching programs and the foodservice industry.

## **Stewardship Award Nominations Open**

You could be a winner two ways if you enter the Alberta Cattle Commission's (ACC) **1997 Environmental Stewardship Award competition**. The winner will receive a commemorative gate sign and an all expenses paid trip for two from anywhere in Alberta to the ACC Annual General Meeting in Calgary. More importantly, you are sending **a positive message about the beef industry** to the general

public. The award recognizes cattle producers whose natural resource stewardship practices enhance the environment and improve wildlife habitat. Deadline for nominations is July 1 and the winner will be announced at the ACC Annual General Meeting, December 2-4, 1996. For more information contact the ACC #216, 6715 - 8th Street N.E., Calgary, Alberta T2E 7H7 Phone: 275-4400, Fax: 274-0007.

ANIMAL CARE

## **ALERT**

Action Line and Resource Team  
1-800-506-CARE (2273)

A confidential alternative for producers to report any concerns regarding the care of livestock to other producers.

## **Mad Cow Issue Media Driven**

The British mad cow (properly called Bovine Spongiform Encephalopathy) crisis offered an interesting challenge to the various Canadian beef organizations. **Well over 300 media and related calls** were handled during a two week period in late March and early April. Questions fielded by the Canadian Cattlemen's Association, Alberta Cattle Commission and Beef Information Centre ranged from the safety of the Canadian beef supply to the potential for increased beef trade with the U.K. **Media coverage of the Canadian industry was generally favorable** except for the Vancouver area. The BSE issue did not appear to concern consumers as retailers reported stable or increased beef sales across the country including the Vancouver area.

## **Grazing Lease Appeal Update**

The **Grazing Lease Defence Fund** will continue to be used to ensure a favorable decision for leaseholders in the OH Ranch vs. Cotton appeal, despite the Alberta Court of Appeal's decision to deny leaseholders class grievor status. The **Defence Fund** will be used to assist with the OH Ranch response. So far \$70,000 has been raised from about 670 leaseholders across the province. The appeal will be heard September 11 in Calgary.

**Market  
Information  
Slaughter Line  
(403) 274-4340  
Feeder Line  
(403) 274-4345**

*Call us at (403) 275-4400*

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